

Over 1.75 Lakh people visit Business Immunity Platform website in a week;

Platform is helping businesses get real-time updates on India's response to COVID-19

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The Invest India Business Immunity Platform (https://www.investindia.gov.in/bip?utm_source=popup), hosted on the website of Invest India, India's National Investment Promotion & Facilitation Agency, under the Ministry of Commerce and Industry is working 24X7 as a comprehensive resource to help businesses and investors get real-time updates on India's active response to COVID-19 (Coronavirus). The platform launched on 21st March, 2020 has received over 1.75 lakh visitors from 50+ countries by 10 A.M. today. There are 423 Government advisories and notification on the website, along with 205 Blogs, infographics, videos and resources. Most searched term on the website was "donations for COVID".

The Business Immunity Platform (BIP) is the active platform for business issue redressal, with a team of dedicated sector experts who respond to queries at the earliest. Invest India has also announced a partnership with SIDBI (Small Industries Development Bank of India) for responding and resolving queries for MSMEs.

This dynamic and constantly updating platform keeps a regular track on developments with respect to the virus, provides latest information on various central and state government initiatives, gives access to special provisions, and answers and resolves queries through emails and on WhatsApp. So far, it has received 845 business support queries, out of which 614 have already been resolved. The queries were mostly on Logistics, notifications, Customs issues, plant shutdowns and clarifications.

BIP has launched 'Joining the Dots' campaign to procure essential healthcare supplies. It is also facilitating matchmaking to fill the demand-supply shortages of essential equipment to combat COVID-19. In its Stakeholder outreach activities, about 2000 Global and domestic corporates and stakeholders have been contacted. On the website, 120+ applications have been received from 17 states on 'Startup challenge: Solutions to combat COVID-19'. It organized special conference call with US Financial Services Companies, with focus on identification and resolution of business continuity issues due to lockdowns in the country. Webinar has been organized on 'Business Continuity for Startups amidst COVID19' with a panel of industry stalwarts and other stakeholders. Discussion was held on prospective funding and support: opportunities for startups during COVID19, and shift to Work from home model. A special conference call was held with the American Life Sciences Companies to discuss issues faced by them during the lockdowns, and how to resolve them.

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